

WONDERFRONT

LOGO USAGE & BRAND GUIDELINES

PRIMARY



REVERSED / ALTERNATE / COLOR



ONE COLOR



ONE COLOR REVERSED



ONE COLOR REVERSED / ALTERNATE / 50% OPACITY



PRIMARY



REVERSED / ALTERNATE / COLOR



ONE COLOR



ONE COLOR REVERSED



ONE COLOR REVERSED / ALTERNATE / 50% OPACITY



PRIMARY ICONS



SECONDARY ALTERNATE ICONS





PANTONE: 2925 C
 HEXIDECIMAL: 079BD7
 CMYK: 76/24/0/0
 RGB: 2/155/215



PANTONE: 164 C
 HEXIDECIMAL: F37D3E
 CMYK: 0/63/84/0
 RGB: 243/125/62



PANTONE: 123 C
 HEXIDECIMAL: FFC931
 CMYK: 0/21/90/0
 RGB: 255/201/49



PANTONE: 663 C
 HEXIDECIMAL: FFF8EB
 CMYK: 0/2/7/0
 RGB: 255/248/235



MONTERRAT BOLD CAPS 28 PT.

1234567890ABCDEFGHIJKLMN OPQRSTUVWXYZ

!@#\$%^&*()_+~.,/<>?

MONTERRAT SEMIBOLDBOLD CAPS 14 PT.

1234567890ABCDEFGHIJKLMN OPQRSTUVWXYZ

!@#\$%^&*()_+~.,/<>?

monserrat regular lowercase 11 pt.

123456789abcdefghijklmnopqrstu vxyz

!@#\$%^&*()_+~.,/<>?

OSWALD CAPS 20 PT. (BUTTON TEXT)

1234567890ABCDEFGHIJKLMN OPQRSTUVWXYZ

!@#\$%^&*()_+~.,/<>?

MONTERRAT SUBHEAD**MONTERRAT HEADLINE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

MONTERRAT SUBHEAD SEMIBOLD**MONTERRAT BOLD
HEADLINE STACKED**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

GOOGLE FONTS

HEADLINE

FONT: MONTERRAT BOLD

SIZE: 28PT

TRACKING: 0-EM

LEADING: 35 (WHEN STACKED)

SUBHEAD

FONT: MONTERRAT SEMIBOLD

SIZE: 11PT

TRACKING: 250

BODY COPY

FONT: MONTERRAT REGULAR

SIZE: 11PT

TRACKING: 0-EM

LEADING: 18

MONTSERRAT SUBHEAD SEMIBOLD

MONTSERRAT BOLD **HEADLINE STACKED**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

LEARN MORE

GOOGLE FONTS

BUTTON TEXT

FONT: OSWALD REGULAR

SIZE: 13PT

TRACKING: 0-EM

LINE STROKE 2PT

**WHERE THE CITY MEETS THE SEA
EXPERIENCE A DIFFERENT KIND OF FESTIVAL
ALL ALONG THE WATERFRONT
SAN DIEGO'S PLAYGROUND
DANCE. PLAY. PARTY. DISCOVER.**

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